

Message Text

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PAGE 01 ROME 07413 261734Z

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ACTION SS-15

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FM AMEMBASSY ROME

TO SECSTATE WASHDC 9999

UNCLAS ROME 7413

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: STATE-COMMERCE COOPERATION ON COMMERCIAL PROGRAMS

FOR DENT AND CASEY FROM AMBASSADOR

1. I AM PLEASED AT THE FOCUS COMMERCIAL PROGRAM IS RECEIVING IN STATE-COMMERCE AS EXEMPLIFIED BY YOUR PERSONAL ATTENTION TO THIS FUNCTION. I ESPECIALLY ENDORSE THE IDEA OF QUARTERLY MEETINGS WITH YOUR TOP OFFICERS TO ENSURE COORDINATION AND DIRECTION. AS YOU MAY HAVE SEEN FROM OUR MESSAGES, ONE OF MY PRINCIPAL OBJECTIVES AT THIS MISSION HAS BEEN TO TAKE A PERSONAL INTEREST IN AND TO PROVIDE DIRECTION IN WHAT WE CAN DO TO IMPROVE OUR TRADE POSITION IN THIS MARKET. I HAVE CARRIED THE MESSAGE TO MINISTERS, TO LEADING BUSINESSMEN AND TO THE PROVINCES.

2. SOME OF THE BASIC MEASURES WHICH MY STAFF HAS ALREADY UNDERTAKEN INCLUDE A DRAFT MISSION EXPORT PROGRAM THAT ENVISAGES BRINGING TOTAL MISSION RESOURCES, INCLUDING MAAG AND SCIENCE, AS WELL AS AGRICULTURE AND COMMERCIAL UNITS, TO BEAR UPON OUR EXPORT EFFORT. THIS DOES NOT DETRACT FROM THE ATTENTION OF STATE/COMMERCE COMMERCIAL PROGRAM (CCP) IS RECEIVING. IN FACT, I'LL LOOK TO THE COMMERCIAL PROGRAM AND PERSONNEL AS THE HEART OF THIS EFFORT.

3. WE HAVE A NUMBER OF IDEAS ON THE MECHANICS OF IMPROVING OUR COMMERCIAL EFFORT WHICH WE WILL BE SUBMITTING SEPARATELY. WE WILL BE MOST INTERESTED IN RECEIVING REPORTS ON THE RESULTS OF THESE MEETINGS. VOLPE

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NNN

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